

AlcoholEdu for College Snapshot

Designed by prevention and compliance experts to provide your students with knowledge and skills to support healthier decisions related to alcohol.

Reach

1,763 students
at University of Utah

have completed all three AlcoholEdu for College course surveys since the start of the 2021-2022 academic year.

Course Impact

Students increased their alcohol-related knowledge, and their skills associated with healthier behavior.

Your students agree AlcoholEdu for College:

Helped them establish a plan ahead of time to make responsible decisions about drinking **98%**

Prepared them to help someone who may have alcohol poisoning **98%**

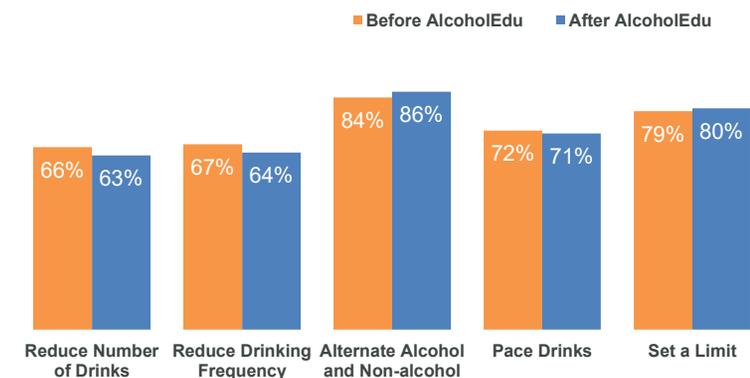
Prepared them to prevent an alcohol overdose **98%**

Drinking Behavior and Norms

Intent to change drinking habits can be impacted by perceptions — or misperceptions — of peers' behavior. Prevention education can influence the students' perception of norms at your school and increase their intention to avoid risky behavior in the future.

81% of students at University of Utah report that AlcoholEdu changed their perceptions of others' drinking behavior.

Percent of Student Drinkers who plan to:

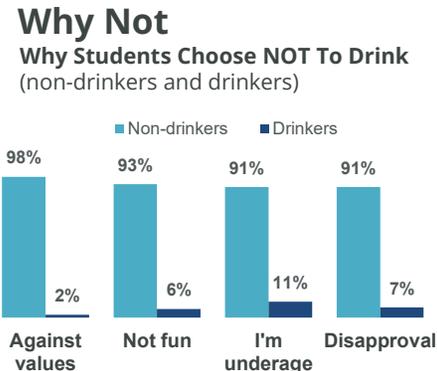


AlcoholEdu for College Snapshot

AlcoholEdu you provides you with a wealth of information on your students' drinking habits: When, Where, Why (and Why Not) they are drinking.

University of Utah can use this information to inform prevention program content, audience, and delivery.

Top Reasons



University of Utah

Tip

What is happening on or around your peak drinking days? Does this "pattern" seem reasonable for your campus? Can this data be used to reinforce or support other data you have collected to identify celebrations or events that encourage heavy drinking?

When



Where

32%	26%	8%	7%	7%	7%
Off campus residence	At home	Outdoor setting	Fraternity/sorority house	Bar or night club	Restaurant

Tip

"It would be far easier to increase the salience of existing reasons that drinkers have for restricting their alcohol use than to win their endorsement of still additional reasons that are primarily endorsed by abstainers (Huang et al., 2011)." Which reasons are most endorsed by drinkers on your campus? By non-drinkers? Consider those when designing campaigns focused on behavioral decision making for each of these groups of students.